

Table 7.17-- FAMILY INCOME, EDUCATION, TRIP CHARACTERISTICS, AND SATISFACTION OF MAINLANDERS VISITING HAWAII: 1996 AND 1998

Subject	1996 1/	1998 2/
Sample size	1,319	1,689
Family income before taxes (percent)	100.0	100.0
Under \$25,000	8.0	6.0
\$25,000 to \$49,999	23.0	20.0
\$50,000 to \$74,999	22.0	24.0
\$75,000 to \$99,999	15.0	18.0
\$100,000 to \$149,999	12.0	17.0
\$150,000 and over	9.0	15.0
Not reported	11.0	-
Median income (dollars)	(NA)	(NA)
Mean income (dollars)	80,500	(NA)
Education (percent):		
Associate degree	8.0	8.0
Bachelor's or higher	46.0	63.0
Using travel agent (percent)	57.0	58.0
Islands visited (percent):		
Oahu	56.0	52.0
Kauai	22.0	22.0
Maui	46.0	45.0
Hawaii	23.0	23.0
Overall satisfaction (percent):		
Excellent	58.0	68.0
Above average	29.0	31.0
Average or below average	12.0	2.0

NA Not available.

1/ Study not conducted in 1995 and 1997.

2/ No responses are not included.

Source: Hawaii Visitors & Convention Bureau, records.